

## INVOICE



**WXII**  
**700 Coliseum Drive**  
**Winston-Salem, NC 27106**  
**Main: (336)721-9944**  
**Billing: (410)338-6432**

www.wxii12.com

Billing Address:

**Greer Margolis Mitchell Burns**  
**Attention: Accounts Payable**  
**1010 Wisconsin Ave, Suite 800**  
**Washington, DC 20007**

Send Payment To:

**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

| Invoice # | Invoice Date | Invoice Month | Invoice Period      |
|-----------|--------------|---------------|---------------------|
| 943906-2  | 10/07/12     | October 2012  | 10/01/12 - 10/01/12 |

| Station | Account Executive | Sales Office   | Sales Region |
|---------|-------------------|----------------|--------------|
| WXII    | Fran Berg         | Eagle-Washingt | National     |

| Advertiser        | Product      | Estimate Number |
|-------------------|--------------|-----------------|
| Obama/D/President | SKED A -30'S | 1536            |

| Flight Dates        | Order # | Alt Order # |
|---------------------|---------|-------------|
| 09/25/12 - 10/01/12 | 943906  | 07895364    |

| Billing Calendar | Billing Type | Deal # |
|------------------|--------------|--------|
| Broadcast        | Cash         |        |

| Special Handling |
|------------------|
|                  |

| IDB #   | Advertiser Code | Product Code |
|---------|-----------------|--------------|
| 9912856 | 95              | 101          |

| Agency Ref | Advertiser Ref |
|------------|----------------|
|            |                |

| Line  | Start Date        | End Date        | Description                  | Start/End Time    | MTWTFSS                 | Length         | Spots/<br>Week | Rate       | Type        |
|---|-------------------|-----------------|------------------------------|-------------------|-------------------------|----------------|----------------|------------|-------------|
| 2   | 10/01/12          | 10/01/12        | M-F WXII 12 News @ 5 a5-6am  |                   | M-----                  | :30            | 1              | \$50.00    | NM          |
| Class of Time - Immediately Pre-emptible without notice |                   |                 |                              |                   |                         |                |                |            |             |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>               | <u>Spots/Week</u> | <u>Rate</u>             |                |                |            |             |
|   | 10/01/12          | 10/07/12        | M-----                       | 1                 | \$50.00                 |                |                |            |             |
| Spots: #  | Ch                | Day             | Air Date                     | Air Time          | Description             | Start/End Time | Length         | Ad-ID      | Rate Type   |
| 1   | WXII              | M               | 10/01/12                     | 5:39 AM           | M-F WXII 12 News @ 5 am | 5-6am          | :30            | OFA12P130H | \$50.00 NM  |
| 4   | 10/01/12          | 10/01/12        | M-F WXII 12 News @ 6 a6-7am  |                   | M-----                  | :30            | 1              | \$175.00   | NM          |
| Class of Time - Immediately Pre-emptible without notice |                   |                 |                              |                   |                         |                |                |            |             |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>               | <u>Spots/Week</u> | <u>Rate</u>             |                |                |            |             |
|   | 10/01/12          | 10/07/12        | M-----                       | 1                 | \$175.00                |                |                |            |             |
| Spots: #  | Ch                | Day             | Air Date                     | Air Time          | Description             | Start/End Time | Length         | Ad-ID      | Rate Type   |
| 1   | WXII              | M               | 10/01/12                     | 6:58 AM           | M-F WXII 12 News @ 6 am | 6-7am          | :30            | OFA12P130H | \$175.00 NM |
| 6   | 10/01/12          | 10/01/12        | NBC Today Show               | 7-9am             | M-----                  | :30            | 1              | \$200.00   | NM          |
| Class of Time - Immediately Pre-emptible without notice |                   |                 |                              |                   |                         |                |                |            |             |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>               | <u>Spots/Week</u> | <u>Rate</u>             |                |                |            |             |
|   | 10/01/12          | 10/07/12        | M-----                       | 1                 | \$200.00                |                |                |            |             |
| Spots: #  | Ch                | Day             | Air Date                     | Air Time          | Description             | Start/End Time | Length         | Ad-ID      | Rate Type   |
| 1   | WXII              | M               | 10/01/12                     | 7:28 AM           | NBC Today Show          | 7-9am          | :30            | OFA12Z128H | \$200.00 NM |
| 11  | 10/01/12          | 10/01/12        | Live with Regis & Kelly      | 9-10AM            | M-----                  | :30            | 2              | \$70.00    | NM          |
| Class of Time - Immediately Pre-emptible without notice |                   |                 |                              |                   |                         |                |                |            |             |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>               | <u>Spots/Week</u> | <u>Rate</u>             |                |                |            |             |
|   | 10/01/12          | 10/07/12        | M-----                       | 2                 | \$70.00                 |                |                |            |             |
| Spots: #  | Ch                | Day             | Air Date                     | Air Time          | Description             | Start/End Time | Length         | Ad-ID      | Rate Type   |
| 1   | WXII              | M               | 10/01/12                     | 9:32 AM           | Live with Regis & Kelly | 9-10AM         | :30            | OFA12P130H | \$70.00 NM  |
| 2   | WXII              | M               | 10/01/12                     | 9:56 AM           | Live with Regis & Kelly | 9-10AM         | :30            | OFA12P130H | \$70.00 NM  |
| 13  | 10/01/12          | 10/01/12        | NBC Today Show II            | 10A-12N           | M-----                  | :30            | 1              | \$40.00    | NM          |
| Class of Time - Immediately Pre-emptible without notice |                   |                 |                              |                   |                         |                |                |            |             |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>               | <u>Spots/Week</u> | <u>Rate</u>             |                |                |            |             |
|   | 10/01/12          | 10/07/12        | M-----                       | 1                 | \$40.00                 |                |                |            |             |
| Spots: #  | Ch                | Day             | Air Date                     | Air Time          | Description             | Start/End Time | Length         | Ad-ID      | Rate Type   |
| 1   | WXII              | M               | 10/01/12                     | 11:30 AM          | NBC Today Show II       | 10A-12N        | :30            | OFA12P130H | \$40.00 NM  |
| 15  | 10/01/12          | 10/01/12        | M-F WXII 12 News @ No-12-1pm |                   | M-----                  | :30            | 1              | \$50.00    | NM          |
| Class of Time - Immediately Pre-emptible without notice |                   |                 |                              |                   |                         |                |                |            |             |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>               | <u>Spots/Week</u> | <u>Rate</u>             |                |                |            |             |
|   | 10/01/12          | 10/07/12        | M-----                       | 1                 | \$50.00                 |                |                |            |             |
| Spots: #  | Ch                | Day             | Air Date                     | Air Time          | Description             | Start/End Time | Length         | Ad-ID      | Rate Type   |

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.



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Lehigh Valley, PA 18002-6888

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# INVOICE

|            |                   |              |          |               |              |                |                     |
|------------|-------------------|--------------|----------|---------------|--------------|----------------|---------------------|
| Invoice #  | 943906-2          | Invoice Date | 10/07/12 | Invoice Month | October 2012 | Invoice Period | 10/01/12 - 10/01/12 |
| Advertiser | Obama/D/President |              |          |               |              |                | Product             |
|            | SKED A - 30'S     |              |          |               |              |                | Estimate Number     |
|            |                   |              |          |               |              |                | 1536                |

| Line  | Start Date | End Date | Description                  | Start/End Time                | MTWTFSS        | Length         | Spots/Week | Rate        | Type        |
|---|------------|----------|------------------------------|-------------------------------|----------------|----------------|------------|-------------|-------------|
| 15  | 10/01/12   | 10/01/12 | M-F WXII 12 News @ Noon      | 12-1pm                        | -----          | :30            | 1          | \$50.00     | NM          |
| Class of Time - Immediately Pre-emptible without notice |            |          |                              |                               |                |                |            |             |             |
| 17  | 10/01/12   | 10/01/12 | M-F 3-4P                     | 3-4P                          | -----          | :30            | 1          | \$85.00     | NM          |
| Class of Time - Immediately Pre-emptible without notice |            |          |                              |                               |                |                |            |             |             |
| 19  | 10/01/12   | 10/01/12 | DR. OZ                       | M-F 4-5p                      | -----          | :30            | 2          | \$150.00    | NM          |
| Class of Time - Immediately Pre-emptible without notice |            |          |                              |                               |                |                |            |             |             |
| 21  | 10/01/12   | 10/01/12 | M-F WXII 12 News @ 5 p-5pm   | 5-6pm                         | -----          | :30            | 1          | \$175.00    | NM          |
| Class of Time - Immediately Pre-emptible without notice |            |          |                              |                               |                |                |            |             |             |
| 23  | 10/01/12   | 10/01/12 | M-F WXII 12 News @ 6 p-630pm | 6-630pm                       | -----          | :30            | 1          | \$400.00    | NM          |
| Class of Time - Immediately Pre-emptible without notice |            |          |                              |                               |                |                |            |             |             |
| 25  | 10/01/12   | 10/01/12 | M-Sun Nightly News           | 630p-7p                       | -----          | :30            | 1          | \$400.00    | NM          |
| Class of Time - Immediately Pre-emptible without notice |            |          |                              |                               |                |                |            |             |             |
| 28  | 10/01/12   | 10/01/12 | Inside Edition               | 7-730pm                       | -----          | :30            | 1          | \$400.00    | NM          |
| Class of Time - Pre-emptible with notice                |            |          |                              |                               |                |                |            |             |             |
| 30  | 10/01/12   | 10/01/12 | Entertainment Tonight        | 730-8pm                       | -----          | :30            | 1          | \$250.00    | NM          |
| Class of Time - Immediately Pre-emptible without notice |            |          |                              |                               |                |                |            |             |             |
| 32  | 10/01/12   | 10/01/12 | VOICE                        | 8-10P                         | -----          | :30            | 1          | \$900.00    | NM          |
| Class of Time - Immediately Pre-emptible without notice |            |          |                              |                               |                |                |            |             |             |
| Weeks:  | Start Date | End Date | MTWTFSS                      | Spots/Week                    | Rate           | Start/End Time | Length     | Ad-ID       | Rate Type   |
| 1   | 10/01/12   | 10/01/12 | M-----                       | 1                             | \$900.00       | 8-10P          | :30        | OFA12P130H  | \$900.00 NM |
| Spots: # Ch   | Day        | Air Date | Air Time                     | Description                   | Start/End Time | Length         | Ad-ID      | Rate Type   |             |
| 1   | WXII       | M        | 10/01/12                     | 7:48 PM Entertainment Tonight | 730-8pm        | :30            | OFA12P130H | \$250.00 NM |             |
| 1   | WXII       | M        | 10/01/12                     | 8:41 PM VOICE                 | 8-10P          | :30            | OFA12P130H | \$900.00 NM |             |

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| <u>Invoice #</u>  | <u>Invoice Date</u> | <u>Invoice Month</u>   | <u>Invoice Period</u> |
|-------------------|---------------------|------------------------|-----------------------|
| 943906-2          | 10/07/12            | October 2012           | 10/01/12 - 10/01/12   |
| <u>Advertiser</u> | <u>Product</u>      | <u>Estimate Number</u> |                       |
| Obama/D/President | SKED A -30'S        | 1536                   |                       |

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| Line  | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/<br>Week | Rate     | Type |
|---|------------|----------|-------------|----------------|---------|--------|----------------|----------|------|
| 32  | 10/01/12   | 10/01/12 | VOICE       | 8-10P          | M-----  | :30    | 1              | \$900.00 |      |
| Class of Time - Immediately Pre-emptible without notice |            |          |             |                |         |        |                |          |      |
| <u>Total Spots</u>                                      |            |          |             |                |         |        | 16             |          |      |

**Payment Terms 30 Days**

|                          |                   |
|--------------------------|-------------------|
| <u>Gross Total</u>       | <b>\$3,565.00</b> |
| <u>Agency Commission</u> | <b>\$534.75</b>   |
| <u>Net Amount Due</u>    | <b>\$3,030.25</b> |